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A Bibliography of Marketing Research on **COMMERCIAL FLORICULTURE AND ORNAMENTAL HORTICULTURE, 1965-71**

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ABSTRACT

This publication lists marketing research publications and articles concerning commercial floriculture and ornamental horticulture published during 1965-71. References are listed alphabetically by author under two major headings: Commercial Floriculture and Ornamental Horticulture. Subheadings are: Production, Wholesaling, Retailing, Foreign, and Miscellaneous. An alphabetical listing of authors, with numbered references, is included in a third section.

Key words: Economics, ornamental plants, flowers, horticultural products, retail, wholesale marketing.

PREFACE

This bibliography lists marketing research publications and articles concerning commercial floriculture and ornamental horticulture published during 1965-71. Reports published before 1965 appear in U.S. Department of Agriculture Miscellaneous Publication No. 1039, dated September 1966.

References are listed alphabetically by author under two major headings: Commercial Floriculture and Ornamental Horticulture. Subheadings are: Production, Wholesaling, Retailing, Foreign, and Miscellaneous. To facilitate use of the bibliography, an alphabetical listing of authors, with numbered references, is included in a third section.

The principal reference source was the Bibliography of Agriculture. The call numbers are those of the National Agricultural Library. If a call number is not given, the publication is not in the National Agricultural Library.

This bibliography was compiled under the general supervision of Jules V. Powell, Assistant Chief, Horticultural and Special Crops Branch, Marketing Economics Division, Economic Research Service, USDA.

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A BIBLIOGRAPHY OF MARKETING RESEARCH ON COMMERCIAL
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